

Message Text

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AMCONSUL LAHORE

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TAGS: OEXC, PK

SUBJ: LOS ANGELES JUBILEE SINGERS PAKISTAN TOUR

1. SUMMARY: JUBILEE SINGERS' PAKISTAN TOUR WAS ONE OF MOST EFFECTIVE SINGLE USIS CULTURAL EVENTS IN RECENT YEARS. CONCERTS IN FOUR CITIES DREW VIP AUDIENCES, WIDE MEDIA COVERAGE AND UNIVERSAL REQUESTS FOR SIMILAR PROGRAMMING IN FUTURE.

2. PROGRAMMING: SINGERS OPENED FIVE-DAY TOUR OF PAKISTAN ON OCTOBER 2 WITH STIRRING PERFORMANCE BEFORE SRO CROWD OF 1000 PEOPLE IN KARACHI.

3. NEXT DAY IN LAHORE, AUDITORIUM WAS FILLED AN HOUR BEFORE CURTAIN, DESPITE RAMAZAN AND TAXI STRIKE IN CITY. AMONG LAHORE OVERFLOW CROWD OF 800 PEOPLE WERE PROVINCIAL CHIEF MINISTER, SPEAKER OF PROVINCIAL ASSEMBLY, JUDGES OF THE HIGH COURTS, TWO VICE CHANCELLORS AND SEVERAL OTHER HIGH OFFICIALS.

4. IN RAWALPINDI, OCTOBER 5, CONCERT HELD IN PRESTIGIOUS LIAQUAT MEMORIAL HALL AND CO-SPONSORED BY PAKISTAN NATIONAL COUNCIL OF THE ARTS. PRESENT AMONG CROWD OF OVER 900 PEOPLE WAS THE

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PRIME MINISTER'S WIFE, BEGUM BHUTTO, APPEARING AS GUEST OF

HONOR. ALSO IN ATTENDANCE IN THE AMERICAN AMBASSADOR'S BOX, WAS MINISTER FOR EDUCATION, LAW AND PARLIAMENTARY AFFAIRS ABDUL HAFEEZ PIRZADA. ALSO SEVERAL SECRETARIES OF MINISTRIES AND ONE GENERAL. AFTER PERFORMANCE SINGERS WERE PERSONALLY INTRODUCED ON STAGE TO PRIME MINISTER'S WIFE BY AMERICAN AMBASSADOR.

5. IN PESHAWAR, USIS UNABLE TO PROCURE AN OUTSIDE AUDITORIUM FOR EVENT BECAUSE RELIGIOUS SEASON RAMAZAN. PERFORMANCE HELD AT AMERICAN CENTER TO PACKED HOUSE OF 250 PEOPLE.

6. PAKISTANI REACTION:

USIS KARACHI REPORTS "NEVER HAVE WE HEARD AN AUDIENCE RESPOND TO A PERFORMANCE WITH SUCH ENTHUSIASM AND APPLAUSE." AT LAHORE, THE PERFORMERS CONGRATULATED ON STAGE BY CHIEF MINISTER AND DID SEVERAL ENCORES. AT RAWALPINDI RECEPTION HOSTED BY AMERICAN AMBASSADOR PAKISTANIS UNANIMOUSLY LAMENTED LACK OF MORE PROFESSIONAL-QUALITY PROGRAMS OF THIS KIND.

7. IN PESHAWAR - AGAIN DESPITE TRADITIONAL INFLUENCE OF RAMAZAN ON SOCIAL ACTIVITY -- OVER 100 STUDENTS HAD TO BE TURNED AWAY AT DOORS.

IN MAJOR NEWSPAPERS IN EACH CITY CARRIED PHOTOS AND ARTICLES ON LOCAL PERFORMANCE. NEW TMES OF RAWALPINDI RAN FULL-PAGE USIS-INITIATED ARTICLE ON THE HISTORY OF BLACK AMERICAN MUSIC THE DAY BEFORE THE CONCERT. PAPERS IN ALL FOUR CITIES CARRIED PHOTOS OF GROUP WITH MRS. BHUTTO AND AMERICAN AMBASSADOR AFTER RAWALPINDI PERFORMANCE. PAKISTAN TELEVISION CORPORATION RECORDED SPECIAL THIRTY-MINUTE STUDIO PERFORMANCE FOR FUTURE NATIONAL RADIO AND TELEVISION BROADCAST.

9. EFFECTIVENESS:

THIS WAS FIRST LIVE RENDITION OF BLACK AMERICA MUSIC EVER PRESENTED IN PAKISTAN. DESPITE FEARS OF LACK OF INTEREST BECAUSE OF THE UNFAMILIARITY OF BLACK MUSIC AND TRADITIONAL RESTRICTIONS ON SOCIAL ACTIVITY DURING RAMAZAN, SINGERS DREW LARGEST AUDIENCES EVER RECORDED FOR SINGLE USIS EVENT. BOTH MEDIA AND INDIVIDUAL RESPONSES INDICATE UNTAPPED POTENTIAL FOR UNCLASSIFIED

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SIMILAR FUTURE PROGRAMMING.
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